

## CLAIMS

1                   1.     A method for placing an order to purchase an item, the order  
2 being placed by a purchaser at a client system and received by a server system,  
3 the method comprising:  
4                   under control of the server system,  
5                   receiving purchaser information including identification of  
6 the purchaser, payment information, and shipment information from the client  
7 system;  
8                   assigning a client identifier to the client system;  
9                   associating the assigned client identifier with the received  
10 purchaser information;  
11                   sending to the client system the assigned client identifier;  
12 and  
13                   sending to the client system display information identifying  
14 the item and including an order button;  
15                   under control of the client system,  
16                   receiving and storing the assigned client identifier;  
17                   receiving and displaying the display information; and  
18                   in response to the selection of the order button, sending to  
19 the server system a request to purchase the identified item, the request including  
20 the assigned identifier; and  
21                   under control of the server system,  
22                   receiving the request; and  
23                   combining the purchaser information associated with the  
24 client identifier included with the request to generate an order to purchase the  
25 item in accordance with the billing and shipment information  
26                   whereby the purchaser effects the ordering of the product by  
27 selection of the order button.

1                   2.     The method of claim 1 wherein the purchaser information is  
2     received when the purchaser placed a previous order.

1                   3.     A method for ordering an item using a client system, the  
2     method comprising:

3                   providing an identifier that identifies a customer;  
4                   displaying information identifying the item and displaying an  
5     indication of an action that is to be performed to order the identified item; and  
6                   in response to the indicated action being performed, sending to a  
7     server system the provided identifier and a request to order the identified item  
8                   whereby the server system uses the sent identifier to identify  
9     additional information needed to generate an order for the item.

1                   4.     The method of claim 3 wherein the identifier identifies the  
2     client system and the server system provides the identifier to the client system.

1                   5.     The method of claim 3 wherein the client system and server  
2     system communicate via the Internet.

1                   6.     The method of claim 3 wherein the identifier is provided by  
2     the server system.

1                   7.     The method of claim 3 wherein the displaying includes  
2     displaying an HTML document provided by the server system.

1                   8.     The method of claim 3 including sending from the client  
2     system to the server system a confirmation that the order was generated.

1                   9.     The method of claim 3 wherein the action is a single action.

1                   10.    The method of claim 9 wherein the single action is clicking  
2   a mouse button when a cursor is positioned over a predefined area of the  
3   displayed information.

1                   11.    The method of claim 9 wherein the single action is a sound  
2   generated by a user.

1                   12.    The method of claim 9 wherein the single action is selection  
2   using a television remote control.

1                   13.    The method of claim 9 wherein the single action is  
2   depressing of a key on a key pad.

1                   14.    The method of claim 9 wherein the single action is selecting  
2   using a pointing device.

1                   15.    The method of claim 9 wherein the single action is selection  
2   of a displayed indication.

1                   16.    The method of claim 3 wherein the displaying includes  
2   displaying partial information supplied by the server system as to the identity of  
3   the user.

1                   17.    The method of claim 3 wherein the displaying includes  
2   displaying partial shipping information supplied by the server system.

1                   18.    The method of claim 3 wherein the displaying includes  
2   displaying partial payment information supplied by the server system.

1           19. The method of claim 3 wherein the indicated action is  
2 selecting a button and that button indicates to enable single-action ordering when  
3 currently not enabled.

1           20. The method of claim 3 when the displaying includes  
2 displaying a moniker identifying a shipping address for the customer.

1           21. A method in a server system for generating an order for an  
2 item, the method comprising:  
3           receiving user information for users of a plurality of client systems;  
4           for each client system,  
5           storing the received user information in association with an  
6 identifier; and  
7           providing the identifier to the client system;  
8           when requested by a client system, providing information  
9 describing the item to the requesting client system;  
10          receiving a request from a client system to order the item, the  
11 request indicating the identifier and an indication of the item; and  
12          combining the user information stored in association with the  
13 indicated identifier to effect the ordering of the item for the user of the client  
14 system identified by the indicated identifier.

1           22. The method of claim 21 including providing partial user  
2 information to the client system so that the user can verify whether the identifier  
3 is associated with correct user information.

1           23. The method of claim 21 wherein the server system  
2 associates user information for a plurality of users with one identifier and  
3 wherein a user designates which associated user information to use.

1           24.    The method of claim 21 wherein the user information is  
2   received when orders are placed.

1           25.    The method of claim 21 wherein multiple orders are  
2   combined into a single order.

1           26.    The method of claim 21 wherein multiple orders are  
2   combined into separate orders based on expected shipment date.

1           27.    The method of claim 21 wherein the identifier uniquely  
2   identifies the user.

1           28.    The method of claim 21 wherein the identifier uniquely  
2   identifies a client system.

1           29.    The method of claim 28 wherein the identifier is associated  
2   with different users at different times.

1           30.    The method of claim 28 wherein the identifier is associated  
2   with multiple users at the same time.

1           31.    The method of claim 28 wherein multiple identifiers are  
2   associated with one user at the same time.

1                   32. A method in a computer system for scheduling orders for a  
2 plurality of destinations, the orders to be shipped to the same destination being  
3 sibling orders, the method comprising:

4                   scheduling the sibling orders for each destination for which all the  
5 sibling orders are filled so that multiple filled sibling orders can be shipped  
6 together; and

7                   after scheduling such sibling orders, scheduling sibling orders for  
8 each destination for which at least one of the sibling orders has an available item.

1                   33. The method of claim 32 wherein the scheduling of sibling  
2 orders for which at least one of the sibling orders has an available item includes  
3 scheduling those sibling orders with the largest next fulfillment time first.

1                   34. The method of claim 32 wherein when a new order is  
2 received, the steps of the method are restarted.

1                   35. The method of claim 32 wherein when inventory is received,  
2 the steps of the method are restarted.

1                   36. A method of placing an order for an item comprising:  
2                   under control of the client system,  
3                   displaying information identifying the item; and  
4                   in response to a predefined action being performed, sending  
5 a request to order the item along with an identifier of a purchaser of the item to a  
6 server system; and  
7                   under control of the server system,  
8                   receiving the request;  
9                   retrieving additional information previously stored for the  
10 purchaser identified by the identifier in the received request; and

11                   generating an order for the purchaser identified by identifier  
12 in the received request.

1                   37. The method of claim 36 wherein the displaying of  
2 information includes displaying information indicating the predefined action.

1                   38. The method of claim 36 wherein the predefined action is  
2 clicking a button.

1                   39. The method of claim 36 wherein the predefined action is  
2 speaking of a sound.

1                   40. The method of claim 36 wherein the predefined action is a  
2 single action.

1                   41. The method of claim 36 wherein a user of the client system  
2 does not need to explicitly identify themselves when placing an order.

1                   42. A client system for ordering an item comprising:  
2 an identifier that identifies a customer;  
3 a display component for displaying information identifying the  
4 item; and  
5 an item ordering component that in response to performance of a  
6 predefined action, sends a request to a server system to order the identified item,  
7 the request including the identifier so that the server system can locate additional  
8 information needed to complete the order.

1                   43. The client system of claim 42 wherein the display  
2 component is a browser.

1           44.    The client system of claim 42 wherein the predefined action  
2 is the clicking of a mouse button.

1           45.    A server system for generating an order comprising:  
2           a data storage medium storing information for a plurality of users;  
3           a receiving component for receiving requests to order an item, the  
4 request including an indication of one of the plurality of users; and  
5           an order placement component that retrieves from the data storage  
6 medium information for the indicated user and that uses the retrieved information  
7 to place an order for the indicated customer for the item.

1           46.    The server system of claim 45 wherein the request is sent by  
2 a client system in response to a single action being performed.

1           47.    A computer-readable medium containing instructions for  
2 causing a computer system to perform the method of claim 3.

1           48.    A computer-readable medium containing instructions for  
2 causing a computer system to perform the method of claim 21.